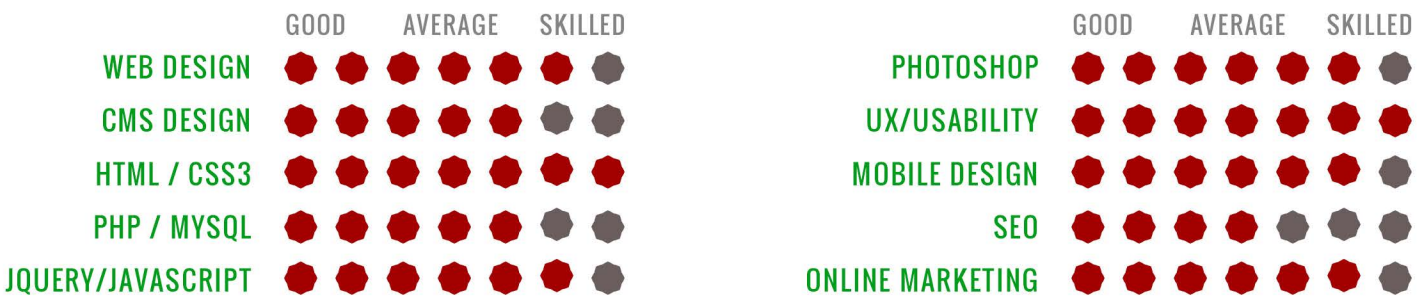




# ★ TOP SKILLS



# ⚙️ EMPLOYMENT

## 2010 – 2015 | McCann Torre Lazur | User Experience Architect

I am responsible for ensuring that brand strategy is carried through to all of the various interactive tactics we produce (web sites, mobile apps, convention booths, e-mail marketing, etc.) . This includes delivering UX, IA, and Design documentation in the form of:

- Photoshop Mock-ups • HTML Prototypes • UX Maps • Wireframes • Storyboards • Personas • Site Maps

It also includes reviewing (and adjusting) all manuscripts, micro copy, business requirement documents, functional specifications, IA (including functional annotations), layouts, and builds to ensure everything is aligned with UX/Usability best practices. In a nutshell, I get asked a lot of questions from a lot of disciplines and give a lot of advice/direction based on research and experience. I use every possible opportunity as one to teach, and I get abundant opportunities to do so.

## 2007 – 2010 | Aon | Web Designer and Usability Specialist

I lead user experience and web marketing teams in creating self service portals for insurance account management of individuals and businesses. I was the designer and usability advisor for approximately 65 websites (which I also coded and maintained), many of which included lengthy, cumbersome and challenging online insurance applications.

## 2005 – 2007 | Lexis Nexis | Designer and HTML/CSS Coder

Coded, from scratch, 3 - 5 custom websites a week (233 sites in 2006-2007 alone) from Photoshop designs using CSS, HTML, and JSP, within a custom-built CMS . Maintained approximately 300 customized websites, including code, content, flash files, video implementation, search engine optimization, and graphics.

[Employment history before 2005 available upon request]

**JAI****BRINKOFSKI**

@JaiBrinkofski



/JaiBrinkofski

804 Youngs Road  
Phillipsburg, NJ 08865**(908) 328-5712**Jai@Brinkofski.com  
www.Brinkofski.com

## FREELANCE

**1998 – Present** | **DESIGNER, DEVELOPER, UX ADVISOR, MANAGER, ETC.**

It's the one-man everything show! Whatever a client may need, I am up for. Most of my freelance work is in design and coding. Though I'd like to pick up more UX clients, that kind of work takes time to do right. This is why my main jobs have benefited from that skillset the most.



## SAMPLE URLS

### FREELANCE

- [testedandproven.com](http://testedandproven.com)
- [americanbbqco.com](http://americanbbqco.com)
- [systemdesignassociates.com](http://systemdesignassociates.com)
- [cpw-law.com](http://cpw-law.com)
- [paulsonandnace.com](http://paulsonandnace.com)
- [ellaandmenyc.com](http://ellaandmenyc.com)
- [njbjj.com](http://njbjj.com)
- [littlecreekrecovery.org](http://littlecreekrecovery.org)

### McCann Torre Lazur

- [neurodegenerationgap.com](http://neurodegenerationgap.com)
- [adasuve.com](http://adasuve.com)
- [40g.gamunex-c.com](http://40g.gamunex-c.com)
- [alphanate.com](http://alphanate.com)
- [hcp.tradjenta.com](http://hcp.tradjenta.com)

### Aon & Lexis Nexis

- [nso.com](http://nso.com)
- [cpai.com](http://cpai.com)
- [expediacri.com](http://expediacri.com)
- [adriankinglawoffice.com](http://adriankinglawoffice.com)
- [lysiaklaw.com](http://lysiaklaw.com)



## EDUCATION

**B.A., MULTI-MEDIA PRODUCTION**  
New Jersey City University, 2000**A.A., ART & MEDIA**  
County College of Morris, 1998

Hey, you just read this... and this is crazy.

But here's my number.

**(908) 328-5712**

So... call me. *Maybe?*